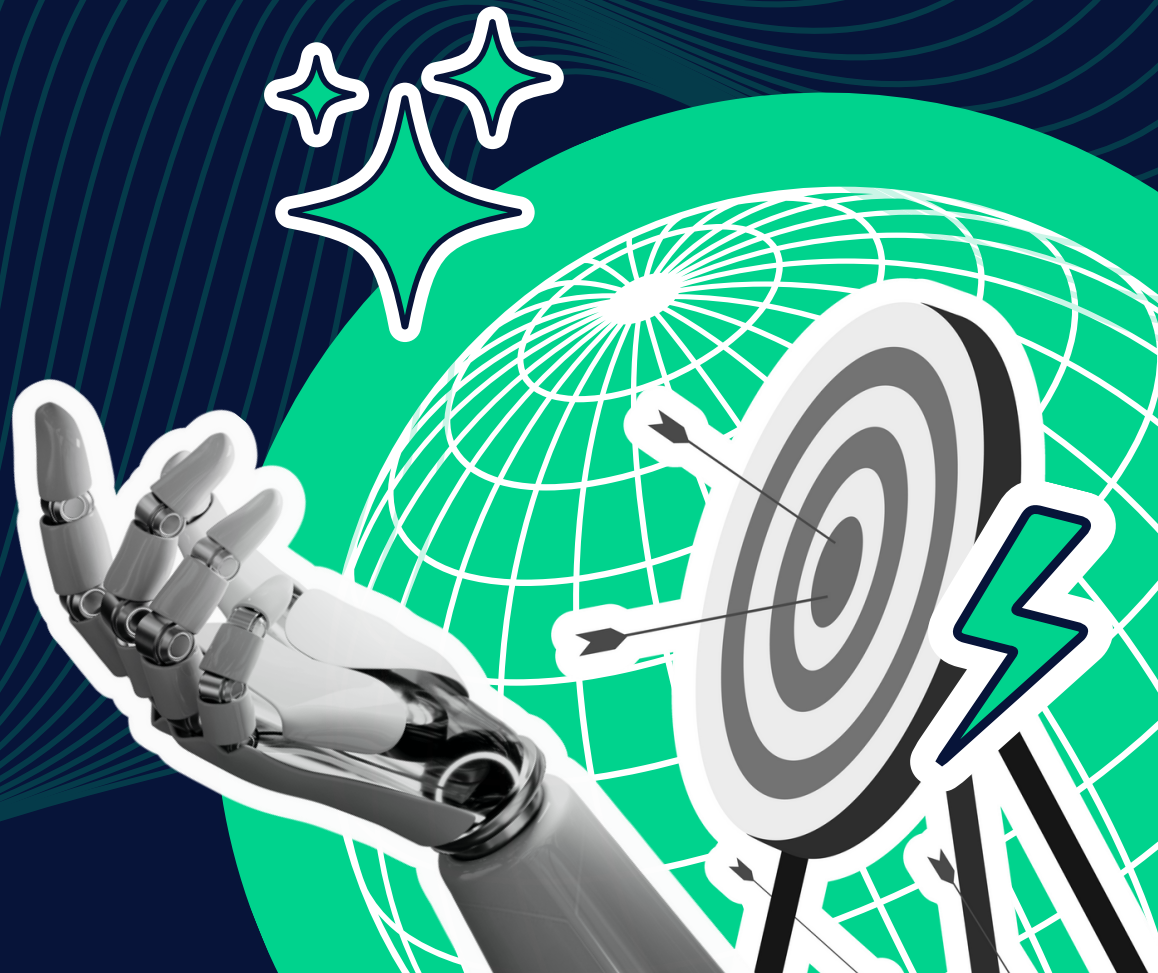




Credentials

MAKE DATA USEFUL.





Now YOUKNOW us...

What we're about



YOUKNOW was born out of the need to combine the world's top Martech with local, African expertise. Having a group of specialists on the ground to help our clients get the most out of their technology assets has proven invaluable to the clients we've worked with since 2013. It's what we love - connecting the dots and going above and beyond what's expected in the world of SaaS and Marketing Technology.

We're resellers, onboarding specialists and implementation partners specialising in 3 core areas:

- Social Media
- Consumer Insights and;
- Personalised Customer Engagement.

YOUKNOW Technologies is based in Gauteng & the Western Cape, in South Africa.

Who we have worked with...

FinServ



Telco



Travel



Agency



Why go local?

- Local Use Case experience
- Billing in ZAR
- Level 3 B-BBEE
- Get invited to regular, local networking events
- Local support and enablement



Social Media Excellence

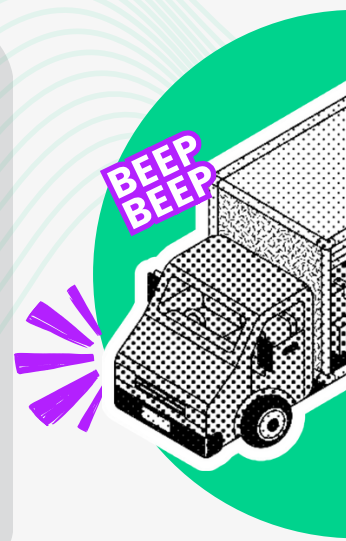


What we do

YOUKNOW has a decade's worth of experience in the Social Media Technology space. We are the African resellers and implementation partners to most of the world's top providers in the space. Whether it's onboarding, setup, training, consulting or reporting that you need; our team have been supporting the continent's top brands on their social media excellence journeys since the beginning.

Services we deliver

- Best-fit and RFP Consulting
- Platform Onboarding: Setup and Training
- Ongoing Local Support & Coaching
- Platform Management: Let us manage your platform if you're short on resources
- Reporting: Our incredible analysts deliver regular reports as well as tailor-made Landscape Research reports
- Data Couriers: Dedicated analysts tasked with finding the insights in the silos, and presenting it directly to the teams in your organisations that can implement change.



Tools we leverage & sell

		Buy local	Implement	Support	Platform Management	Reporting
 Khoros	Social Media Care, Social Media Marketing, Online Community Building	✓	✓	✓	✓	✓
 Brandwatch	Social Listening, Social Media Marketing, Influencer Management, Social Analytics	✓	✓	✓	✓	✓
 Hootsuite	Social Media Marketing, Social Media Care	✓	✓	✓	✓	✓
 emplifi	Social Media Marketing, Social Media Care, Influencer Marketing, Social Analytics	✓	✓	✓	✓	✓
 Rival IQ	Benchmarking & Social Analytics	✓	✓	✓	✓	✓

Customer Insights



What we do

YOUKNOW supports some of the most innovative Customer Insights platforms – devoted to answering one question: “Can I understand my target audience and customer base better?” By leveraging Millions of data points from global and local surveys; deep analysis of public social profiles and the behaviours; and direct feedback to your organisation – YOUKNOW and our partners will ensure that you are truly able to LISTEN to the voice of the consumer and act on it.

Services we deliver

- Platform Onboarding: Setup and Training
- Ongoing Local Support & Coaching
- Platform Management: Let us manage your platform if you're short on resources
- Reporting: Our incredible analysts deliver regular reports as well as tailor-made Research reports
- Data Couriers: Dedicated analysts tasked with finding the insights in the silos, and presenting it directly to the teams in your organisations that can implement change.



Tools we leverage & sell

	Buy local	Implement	Support	Platform Management	Reporting
GWl. Survey-based Market Research at your fingertips	✓	✓	✓	✓	✓
audiense: Audience personas used for strategy and media targeting	✓	✓	✓	✓	✓
Chattermill AI-based CX Insights for Single Voice of Customer needs	✓	✗	✗	✓	✓



What we do







YOUKNOW Connect is a division devoted to helping our clients build and implement the ideal Marketing Tech Stack - focusing on personalisation and automation so that you can get the right message to the right person, at the right time, on the right channel. This involves a consultative approach to ensure that all teams are aligned, you don't over-invest in the wrong areas and that the stack you build generates significant ROI through continual Use Case experimentation.

Services we deliver

1. Platform Onboarding: Setup and Training
2. Stack Implementation
3. Ongoing Local Support & Coaching
4. Platform Management: Let us manage your platform if you're short on resources
5. Reporting: Our incredible analysts deliver regular reports as well as tailor-made Research reports
6. Data Planning
7. Customer Engagement Strategy: Segmentation, Experimentation, Optimization
8. Exco Training: "Think like a Growth Marketer" course



Tools we leverage & sell

		Buy local	Implement	Support	Platform Management	Reporting
	Mixpanel: Product Analytics	✓	✓	✓	✓	✓
	Braze: Customer Engagement	✗	✓	✗	✓	✓
	OneSignal: Customer Engagement	✓	✓	✓	✓	✓
	mParticle: CDP	✗	✓	✗	✓	✗
	AB Tasty: Personalisation & Experimentation	✗	✓	✗	✓	✓
	Domo: Customer Data Platform	✓	✓	✓	✓	✓



[Chat to our experts](#)

